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Signed, Sealed and Caffeinated

Étoile's latte tarik is Kuala Lumpur's only hotel trademarked beverage

KUALA LUMPUR, 17 April 2024 – Teh tarik is one of the most ubiquitous hot beverages found in Malaysia. Served nearly everywhere, from roadside stalls to up-market cafes, this hot glass of strongly brewed black tea combined with evaporated and condensed milks, is usually tossed between two large aluminium mixing cups in order to achieve a foamy head on top of the beverage, and to bring the scalding hot drink down to drinkable temperatures. Said to have originated from the chai wallahs (mobile tea sellers) of India, and brought over with the Indian nationals who came as estate hands to Malaya, teh tarik is now firmly a part of Malaysian culture.

It was therefore no surprise that it was one of the most popular beverage fixtures on the menu at Nipah, the celebrated all-day dining restaurant of Equatorial Hotel. In late 1990, wanting a signature cuppa for Étoile, Hotel Equatorial's popular bistro, its then-manager Sylvia Chong requested an Étoile bartender named Ridzuan for an innovative new beverage.

The popularity of the milky, tannic tea inspired the creation of a coffee equivalent: the latte tarik. Ridzuan based the drink on a double espresso (80 mls compared to the regular 40 ml solo) for its stronger aroma and more intense taste. This was combined with condensed milk and evaporated milk in trade-secret proportions, using a particular brand for each milk, and then frothed to bring out the espresso's natural crema (the naturally occurring froth atop an espresso). The use of the heavy milks added sweetness, smoothness and a luxuriant mouthfeel.

The new drink, christened latte tarik, was an immediate hit when introduced at Étoile, becoming one of the most ordered drinks throughout the day. The drink was so popular that the hotel had it trademarked.

In present times the latte tarik has found a vibrant new home in the chic new Étoile at EQ. The drink that spiked hot coffee consumption in the Nineties continues to delight a whole new generation of visitors who buy a takeaway for its punchy vibrancy, or choose to savour it as they work on their laptops at Étoile.

As EQ celebrates the 34th year of Étoile's latte tarik, we invite you to stop by for a cuppa and toast a part of hospitality history.

About EQ

The re-making of Hotel Equatorial Kuala Lumpur as EQ has been a milestone in Malaysia's hospitality industry. Named by *Travel + Leisure Asia* as #1 City Hotel in Malaysia, #5 Travel + Leisure Readers' 15 Favourite City Hotels in Asia and #35 Travel + Leisure Readers' 100 Favourite Hotels in the World for 2023. EQ the brand is celebrating its fifth decade in the hospitality industry, is also TripAdvisor's #1 ranked hotel in Kuala Lumpur since 2019. Occupying the top floors of the award-winning 52-storey Equatorial Plaza, the hotel offers 440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars such as the Bottega Lounge, Nipah Coffeehouse, Kampachi Japanese Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish lounge with an outdoor bar offering the most stunning panoramas of the city. The 5-star hotel is also Green Building Index (GBI) Gold-certified making it one of the most energy and resource-efficient buildings in the country. Other facilities include Sanctum Wellness with its unique spa, 25m infinity pool, vitality Jacuzzi and state-of-the-art fitness centre.

Website: www.eqkualalumpur.equatorial.com

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